

DESTINATION DOOR COUNTY

March 2025

C i o r D i i A l i

Renard's Cheese received an Accessibility grant for an accessible swing.

DDC Community Engagement Manager submitted a \$2.25 million dollar grant application on behalf Door County Trails, Town of Gibraltar, Bailey's Harbor, and the Village of Egg Harbor to the RTA grant program for a county wide trail network feasibility study. Due to technical issues the grant portal was shut down and will be reopened at a date to be announced. The application will be resubmitted when the site reopens.

Partner Social

Facebook experienced a substantial increase in engagement as we were the resource to submit to be a movie extra. 235% increase in engagement and a 185% increase in engagement rate (27.5%). This also increased our followers by 179 (281% increase). On Instagram, we saw a great boost in followers, with 35 new followers for the month. Engagement and impressions were down, as our posting was a bit lighter this month as was our LinkedIn platform. April is a busy month, and we will have more content to post on all of our channels.

Leading the Way in Sustainability: DDC at the Green Tier Summit

Destination Door County staff presented at the semi-annual Green Tier Summit in Egg Harbor on March 14, highlighting a range of green initiatives led or supported by DDC. The presentation included updates on Community Investment Fund projects such as the Natural Interpretive Trail at The Clearing Folk School, the Ahnapee State Trail connection in the Town of Forestville, the Fish Creek Trail expansion, and the new kayak, canoe, and ice fishing access ramp in the Village of Egg Harbor.

Staff also shared plans for a significant expansion of DDC's green initiatives at community events throughout the 2025 visitor season. These efforts include providing free water to help eliminate single-use plastic bottles, offering compostable bamboo cups to reduce waste, and enhancing plastics recycling programs.

S i l D l

Community Investment Fund projects that were presented celebratory big checks from DDC staff in March included, clockwise from top left in photo collage below right: the Town of Forestville, The Clearing Folk School, Birch Creek Music Performance Center and Open Door Bird Sanctuary. Additionally, construction began on the following CIF projects: the open air Pavilion at John Miles County Park; the Eagle Bluff Lighthouse summer kitchen; and the Town of Gibraltar's Redman Property connectivity trail.



The Door County Stewardship Plan Ad Hoc Committee had it's organizational meeting. This committee will meet quarterly to strategize and message on the Door County Stewardship Plan. The committee is comprised of community leaders representing the different strategic goals of the plan.

The Accessibility Audit kicked off with a meeting of community groups and CBAs to discuss the process of the Accessibility Audit and site selection. 70 sites will be audited in late October and early November.

Values Based Marketing

PAID MEDIA

Paid Search continues to see strong performance and growth across the board, with increases in both volume (clicks & impressions) and efficiency (CTR) on all search tactics. Paid Social also saw increases in clicks across all tactics, with most seeing increases in impressions and CTR as well (Meta Prospecting CTR is up 32% month-over-month, while Meta Video CTR is up 157%). So far, our newly-launched third-party tactics are all performing at or above benchmark. These increases in performance are likely due to seasonality, our Spring creative refresh, and the launch of several additional tactics this month.

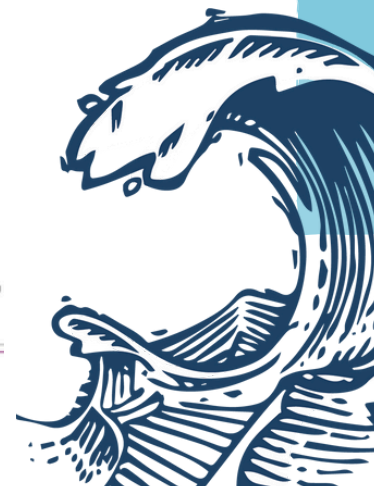
EMAIL

In March, Door County's active audience maintained a 48% open rate, though our overall CTR dipped to 1.8%, Best Places for Spring Break saw the highest engagement followed by the 2025 Draft Guide showing timely content continues to perform well against our audience.

SEO

Google Core Update Completed in March. This update expanded capabilities for AI Overviews, focusing on deeper pages and serving users highly-niche content. This will lead to a decrease in click-through rate, though this impact has been seen across all industries. Google Testing New AI Features. Google is testing a new Search Experience called "AI Mode," representing what the SGW was originally supposed to be from the very beginning. This will likely roll out later this year, better demonstrating a need to focus on building E-E-A-T signals across the web.

Media Performance								
March 2025								
Impressions					Clicks			
8,587,327					145,233			
SEM - National	SEM - Geo-targeted	Google Demand Gen	Google Pmax	Google Workforce Recruitment	Meta Prospecting - Leisure	Meta Video	Meta Lead Gen	Meta Prospecting - Parks
Clicks 19,948	Clicks 5,249	Clicks 31,090	Clicks 4,632	Clicks 36,966	Clicks 14,480	Views 23,353	Leads 1,032	Clicks 2,304
Impressions 111,824	Impressions 28,746	Impressions 2,767,618	Impressions 39,199	Impressions 537,181	Impressions 1,585,520	Impressions 354,549	Clicks 2,710	Impressions 170,844
CTR 17.84%	CTR 18.26%	CTR 1.12%	CTR 11.82%	CTR 6.88%	CTR 0.91%	CTR 9.581	CTR 184,275	CTR 1.35%
Avg. CPC \$0.53	Avg. CPC \$0.78	Avg. CPC \$0.11	Avg. CPC \$0.97	Avg. CPM \$4.65	CPC \$0.35	View Rate 6.59%	CTR 1.47%	CPC \$0.35
Budget Remaining 71%	Budget Remaining 82%	Avg. CPM \$1.18	Budget Remaining 86%	Budget Remaining 49%	Budget Remaining 82%	CTR 2.70%	CPC \$0.40	Budget Remaining 97%
Budget Remaining 86%						Budget Remaining 80%	Budget Remaining 87%	
KPI Clicks 9.59% CTR	Clicks 9.59% CTR	Clicks 1.81% CTR	Clicks 1.47% CTR	Impressions 1.13% CTR	Clicks 1.76% CTR	Clicks 1.72% CTR	Clicks 1.39% CTR	Clicks 1.76% CTR
AZIRA Workforce Recruitment	Meta Remarketing	AZIRA Remarketing Banners	AZIRA - CTV	MobileFuse - Parks	ClickTrips	Epiloon	Expedia	ESPN
Clicks 2,599	Clicks 6,453	Clicks 884	Clicks 124	Clicks 217	Clicks 4,861	Clicks 739	Clicks 1,046	Clicks 594
Impressions 791,787	Impressions 158,208	Impressions 222,201	Impressions 104,341	Impressions 22,445	Impressions 55,264	Impressions 511,991	Impressions 624,559	Impressions 651,983
CTR 0.33%	CTR 4.08%	CTR 0.40%	CTR 0.12%	CTR 0.97%	CTR 8.80%	CTR 0.14%	CTR 0.17%	CTR 0.09%
CPM \$6.25	CPC \$0.16	CPC \$1.57	CPM \$37.42	CPM \$17.00	CPM \$139.91	CPM \$27.00	CPM \$26.14	CPM \$14.43
Budget Remaining 42%	Budget Remaining 96%	Budget Remaining 94.45%	Budget Remaining 91.13%	Budget Remaining 98.47%	Budget Remaining 80.67%	Messaged Visits 73	ROAS \$9.31	Video Views 61,263
Budget Remaining 42%						Budget Remaining 93.86%	Budget Remaining 67.35%	Budget Remaining 24.74%
Impressions 0.44% CTR	Clicks 1.92% CTR	Impressions 0.44% CTR	Impressions 0.09% CTR	Impressions 0.90% CTR	Clicks 8% CTR	Impressions 0.10% CTR	Impressions 0.11% CTR	Impressions 0.05% CTR



Values Based Marketing

Organic Social

Facebook: This month we saw a YoY increase in impressions of 98%. Engagement had a YoY increase of 43%. Our Kendall Park USA Today 10Best post had over 423k views and 892 link clicks. Our first day of spring snowman post was the most engaging post with 1.8K and 221 shares.

Our Facebook account continues to have a rising creator badge each week and it's helping keep our posts in newsfeeds and introducing new followers. This past month between organic and paid we gained 497 new followers and 296 page likes.

Instagram: Instagram numbers were down this month YoY both in impressions and engagement. With numbers up in February, we anticipate they will stabilize in April.

2025 NFL Draft Update

We continued recruiting Door County businesses and organizations to provide their 2025 Draft related packages, food and beverage specials, themed-events or activities, shuttle/transportation opportunities and more through email, social media posts and radio call outs. We will be promoting all of these things online, in a special email blast, on our social media channels, and other places. Our main draft page, DoorCounty.com/draft, will be the place to go for all of this info as the main event on April 24-26 approaches. We will also have a special Food & Beverage Draft Pass using the Bandwango platform, which will help visitors (and residents) easily find food and beverage related specials in Door County surrounding the 2025 Draft event. We are also ramping up marketing efforts during the event and will utilize MobileFuse for a mobile campaign targeting draft attendees, AdOmni for a digital out-of-home campaign, a web/mobile campaign with ESPN, and a campaign with Wrapify that will utilize Uber and Lyft vehicles in the Green Bay area that will be wrapped in Door County-branded artwork. You'll find a more detailed overview and creative from our 2025 Draft marketing efforts [here \(PDF file\)](#).

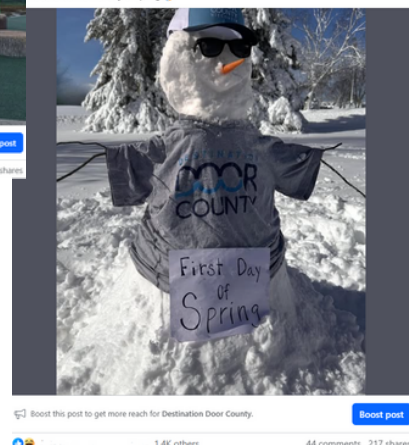
Door County Christmas Movie

Crew members started "moving" to Door County in early March to begin the production phase of the project. We put out a call for extras on our partner Facebook channel on March 13 and in less than 24 hours we had hundreds of applicants. Production began March 24 with plans to wrap movie production by April 11. We anticipate the movie being released in late 2025. We have been asked not to share information about the movie project until later this year, which is why there hasn't been any information about the project shared publicly yet. We will have plenty of opportunities to do so later this year.

2025 Strategic Plan Presentation Reminder

We hosted a public presentation of our 2025 strategic plan on Thursday February 27 on Zoom, and have key components of the presentation available for anyone who is interested on our partner social media channels as well as our [Partnership page](#) on DoorCounty.com. For your convenience, direct links are also available from this report here:

- [Watch the Meeting Recording](#) (recorded 2/27/2025)
- [View the Slide Deck](#) (PDF).
- [View the Executive Summary](#) (PDF).



SAVE THE DATE

APRIL 8 DDC BOARD RETREAT AND COMMUNITY SERVICE PROJECT @ PENINSULA STATE PARK

APRIL 10 STRATEGIC PLANNING COMMITTEE WORKSHOP - DCEDC CONFERENCE ROOM, STURGEON BAY

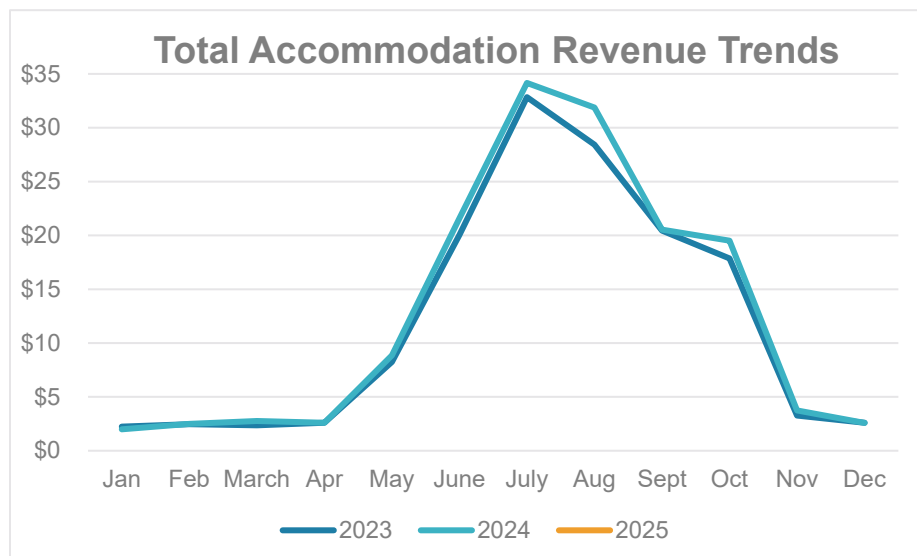
MAY 6 NATIONAL TRAVEL & TOURISM WEEK BREAKFAST EVENT @ STONE HARBOR, STURGEON BAY

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DoorCounty.com/rsvp

Lodging and Short-Term Rentals: Visitors Generated Strong and Increasing Lodging Revenue



- Total accommodation revenue in Door County reached **\$2.2 million in January 2025—up 12%** compared to the same month last year.
- Short-term rental revenue was up 36% in January 2025 compared to 2024—**totaling \$1.1 million.**

Elevated Rates, Increasing Supply, Occupancy Slowing

- As of the end of 2024, just 37% of all U.S. hotels and 27% in the Midwest had returned to 2019 occupancy levels. Occupancy rate across Door County was **two percentage points above 2019 levels** but down slightly compared to 2023.
- Increasing lodging supply has also adversely impacted occupancy.
 - Available **lodging rooms** in Door County in 2024 were **up 2% from 2023** and 7% from 2019. Total **short-term rental listings were up 20% year-over-year.**
- **Rates and revenue both increased in 2024** compared to 2023.

Door County Total Lodging

	2023	2024	YoY % Chg
Revenue (\$ millions)	\$ 143.4	\$ 152.7	7%
Average Daily Rate	\$ 192.7	\$ 206.8	7%
Available Rooms (000's)	113.7	115.8	2%
Occupied Rooms (000's)	51.7	51.3	-1%
Percent Occupied	40.4%	39.3%	-3%

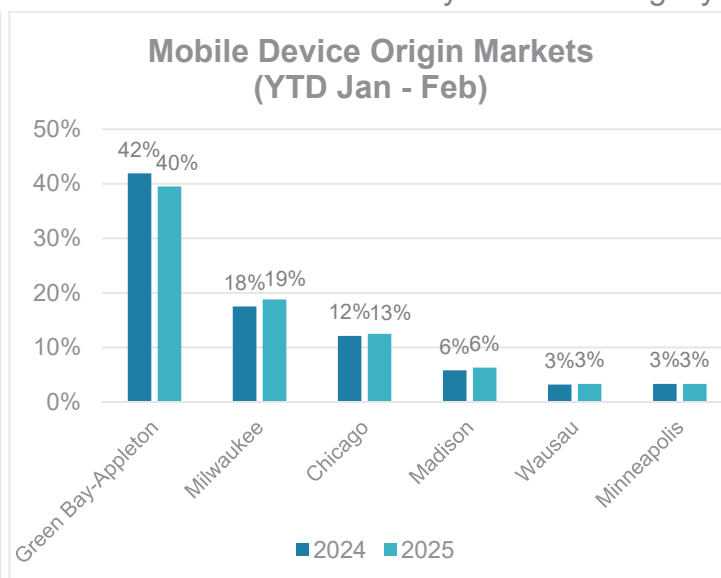
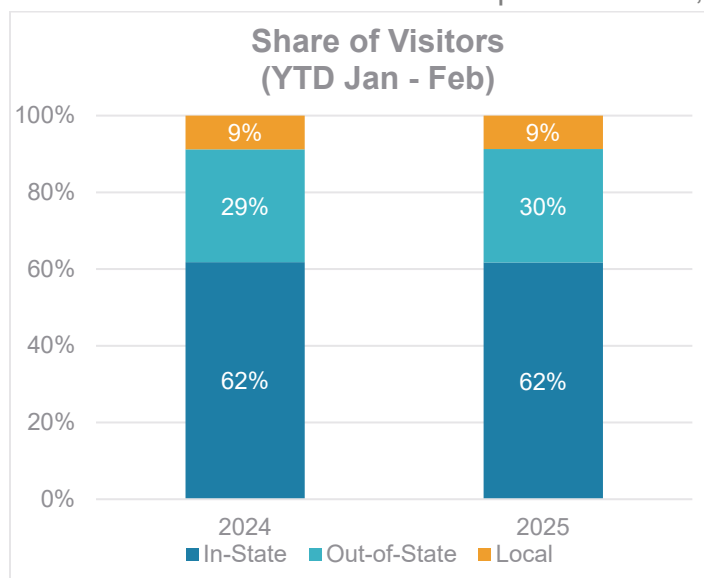
Door County Short-Term Rentals (Airbnb)

	2023	2024	YoY % Chg
Revenue (\$ millions)	\$ 34.4	\$ 43.6	27%
Average Daily Rate	\$ 295.9	\$ 327.7	11%
Average Active Listings	1,040	1,246	20%
Percent Occupied	31.7%	29.7%	-6%

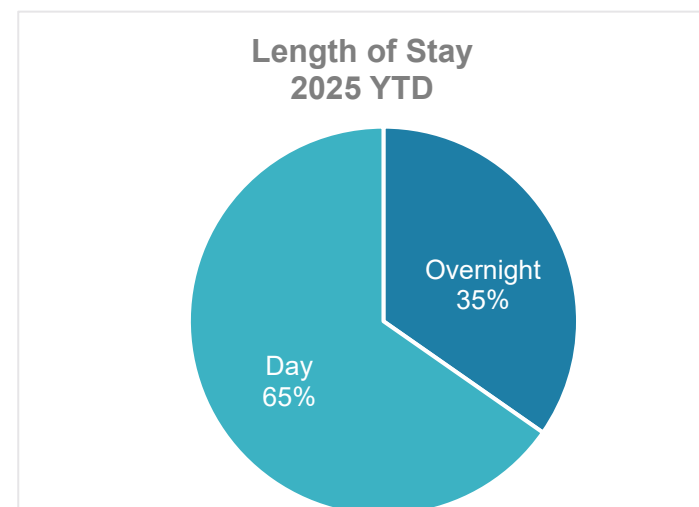
Source: Total lodging as reported by Door County Tourism Zone Commission. Data reported monthly, latest data is January 2025. Short-term rentals sourced to KeyData. Data reported monthly, latest data is March 2025.

Visitor Behavior via Mobile Location Data

- For the first two months of 2025, consistent with last year, **seven in 10 visitors to Door County** were locals or visiting from within Wisconsin.
- Door County saw a **slightly higher share of visitors from Milwaukee and Chicago** the first two months of 2025 as compared to 2024, while visitation from Green Bay was down slightly.



- Similar to YTD 2024, **35% of all visitors stayed overnight**. Four in 10 out-of-state travelers to Door County stayed overnight.
- Average length of stay was also slightly shorter** YTD in 2025, averaging 13.7 hours down from 14.9 hours in 2024.

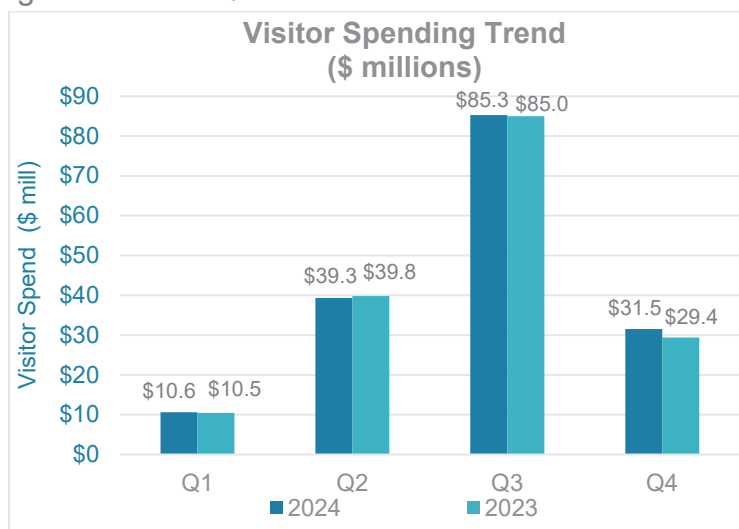
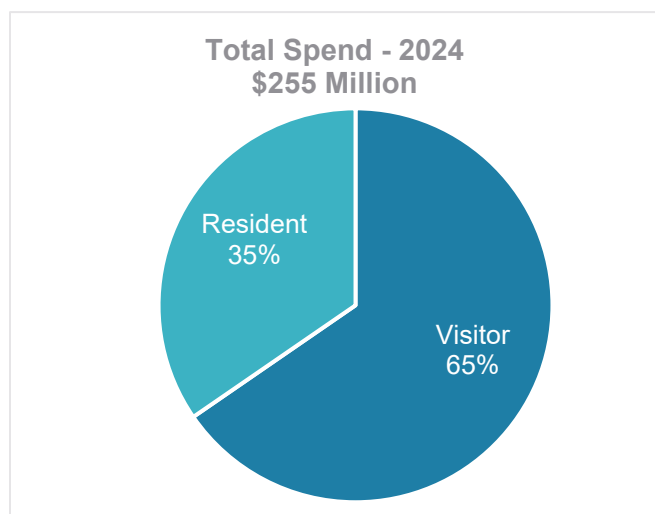


Overnight Share YTD (Jan - Feb)	2024	2025	YoY % Chg
In-State	36%	35%	-1%
Out-of-State	41%	40%	-2%

Source: Azira mobile location data is collected through the usage of phone mobile apps. It is completely privacy compliant and allows tourism organizations to understand visitor behavior while in destination. Data reported monthly, latest data is February 2025.

Total Visa Spending

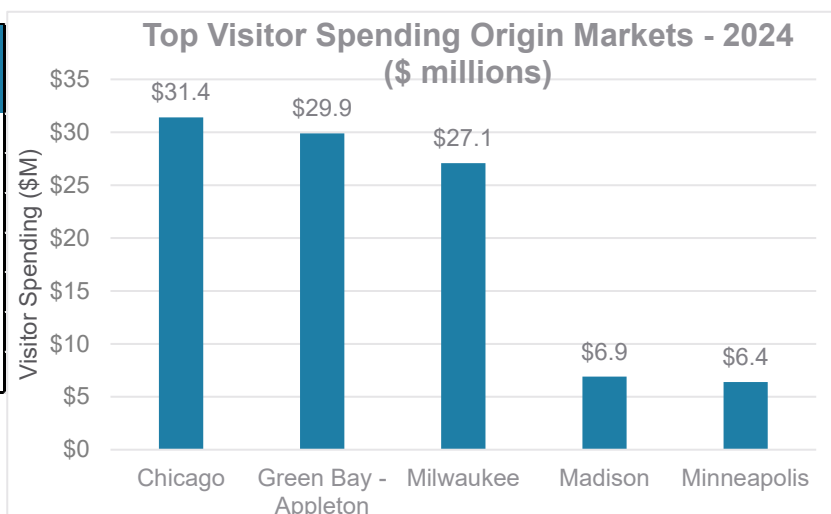
- Residents and visitors **spent \$255 million in 2024**—an increase of 2.7% compared to 2023 according to Visa spending data.
- Visitor spending increased 1.3%**—totalling \$167 million.
- More than half (51%) of all visitor spending occurred in Q3—similar to 2023.



Core Target Markets: Chicago, Green Bay and Milwaukee Visitors Contributed to Nearly Half of Visa Visitor Spending in Door County

- In-state visitors contributed to more than half** of Visa spending—flat with the prior year.
- Validating Door County's core market targets, **Chicago, Milwaukee and Green Bay contributed to nearly half of Visa visitor spending** in Door County in 2024.
- While **Chicago** made up a smaller share of overnight visitation (as measured by mobile devices), it **contributed to 19% of total visitor spend** in 2024 and had the highest average spend at \$321 per visitor.

Origin State	2024 Visitor Spend (\$ millions)	YoY % Chg	% of Total
Wisconsin	\$88.8	0%	54%
Illinois	\$33.1	0%	20%
Minnesota	\$8.3	-2%	5%
Florida	\$4.8	9%	3%
Michigan	\$3.2	11%	2%
Iowa	\$3.1	1%	2%
Texas	\$2.5	3%	2%



Source: Visa – spending includes residents and tourists, debit and credit card spend IN DESTINATION. Data is refreshed quarterly, latest data is Q4 2024.